



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 1 of 4

SHORR, JOHNSON, MAGNUS & PARTNERS,  
LLC - 22132  
ATTN: MICHAEL D'ETTORE  
1831 CHESTNUT STREET #602  
PHILADELPHIA PA 19103

Contract No 403975	Contract Dt 10-29-2012	Revision Dt 11-01-2012	Rev# 3	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 247511	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247511				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-30-2012	11-01-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				9	30		2	2	2				6	650	6	3,900.00
2	11-05-2012	11-06-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				9	30	2	2						4	650	0	0.00
3	10-30-2012	11-01-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30		4	4	4				12	1,500	12	18,000.00
4	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30	4	3						7	1,500	0	0.00
5	10-30-2012	11-01-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30		2	2	2				6	1,500	6	9,000.00
6	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30	2	2						4	1,500	0	0.00
7	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				7	30		2	2	2	1			7	1,600	7	11,200.00
8	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				7	30	2							2	1,600	0	0.00
9	10-30-2012	11-01-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30		1	1	1				3	1,700	3	5,100.00
10	11-05-2012	11-06-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30	1	1						2	1,700	0	0.00
11	10-30-2012	11-01-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30		1	1	1				3	1,600	3	4,800.00
12	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30	1							1	1,600	0	0.00
13	11-01-2012	11-01-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				7	30				1				1	2,000	1	2,000.00
14	11-05-2012	11-06-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				7	30	1	1						2	2,000	0	0.00
15	10-30-2012	11-01-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30		1	1	1				3	800	3	2,400.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403975	10-29-2012	11-01-2012	3	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title	
			247511	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)							N	247511	
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
<del>16</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>04:00PM - 05:00PM</del>	<del>EARLY NEWS 4P MO-FR (7239)</del>	<del>9</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>800</del>	<del>0</del>	<del>0.00</del>
<del>17</del>	<del>11-03-2012</del>	<del>11-04-2012</del>	<del>06:00PM - 07:30PM</del>	<del>WEEKEND NEWS SA-SU 6-730P (6990)</del>	<del>8</del>	<del>30</del>						<del>1</del>	<del>1</del>	<del>2</del>	<del>1,200</del>	<del>0</del>	<del>0.00</del>
18	10-30-2012	11-01-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	8	30		1	1	1				3	3,400	3	10,200.00
<del>19</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>06:00PM - 06:30PM</del>	<del>EARLY NEWS 6P MO-FR (6989)</del>	<del>8</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>3,400</del>	<del>0</del>	<del>0.00</del>
20	10-30-2012	11-01-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		2	2	2				6	2,200	6	13,200.00
<del>21</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>05:00PM - 06:00PM</del>	<del>EARLY NEWS 5P MO-FR (6988)</del>	<del>9</del>	<del>30</del>	<del>2</del>							<del>2</del>	<del>2,200</del>	<del>0</del>	<del>0.00</del>
22	10-30-2012	11-01-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	30		1	1	1				3	3,600	3	10,800.00
<del>23</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>07:00PM - 07:30PM</del>	<del>ACCESS MO-FR JEOPARDY (7063)</del>	<del>8</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>3,600</del>	<del>0</del>	<del>0.00</del>
24	10-30-2012	11-01-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	8	30		1	1	1				3	3,600	3	10,800.00
<del>25</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>07:30PM - 08:00PM</del>	<del>ACCESS MO-FR WHEEL (7064)</del>	<del>8</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>3,600</del>	<del>0</del>	<del>0.00</del>
<del>26</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>08:00PM - 10:00PM</del>	<del>PRIME MO8 (7008)</del>	<del>9</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>10,000</del>	<del>0</del>	<del>0.00</del>
27	10-31-2012	10-31-2012	09:00PM - 10:00PM	PRIME WE9 (7020)	7	30			1					1	25,000	1	25,000.00
<del>28</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>10:00PM - 11:00PM</del>	<del>PRIME MO10 (7010)</del>	<del>9</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>6,500</del>	<del>0</del>	<del>0.00</del>
29	10-30-2012	10-30-2012	08:00PM - 09:00PM	PRIME TU8 (7014)	9	30		1						1	10,000	1	10,000.00
30	10-30-2012	11-01-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30		1	1	1				3	1,000	3	3,000.00

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Agency Est#			CMS # 247511	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247511				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
<del>31</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>11:35PM - 12:02AM</del>	<del>LF NIGHTLINE 1135P LTC 1/7/13 (6970)</del>				<del>9</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>1,000</del>	<del>0</del>	<del>0.00</del>
<del>32</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>09:00AM - 10:00AM</del>	<del>WEEKEND NWS 9-1030A SU (7057)</del>				<del>9</del>	<del>30</del>							<del>1</del>	<del>1</del>	<del>650</del>	<del>0</del>	<del>0.00</del>
<del>33</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>10:00AM - 10:30AM</del>	<del>WEEKEND NWS 1130A-12P SU INSIDE STORY (7</del>				<del>9</del>	<del>30</del>							<del>2</del>	<del>2</del>	<del>500</del>	<del>0</del>	<del>0.00</del>
<del>34</del>	<del>11-03-2012</del>	<del>11-04-2012</del>	<del>08:00AM - 09:00AM</del>	<del>WEEKEND SA-SU GMA (6911)</del>				<del>8</del>	<del>30</del>					<del>2</del>	<del>2</del>	<del>4</del>	<del>1,400</del>	<del>0</del>	<del>0.00</del>	
<del>35</del>	<del>11-03-2012</del>	<del>11-03-2012</del>	<del>09:00AM - 10:00AM</del>	<del>WEEKEND NWS 9-10A SA (10920)</del>				<del>8</del>	<del>30</del>					<del>2</del>		<del>2</del>	<del>1,000</del>	<del>0</del>	<del>0.00</del>	
<del>36</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>09:00PM - 10:00PM</del>	<del>PRIME SU9 (7050)</del>				<del>9</del>	<del>30</del>							<del>1</del>	<del>1</del>	<del>10,000</del>	<del>0</del>	<del>0.00</del>
37	10-30-2012	11-01-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30		1	1	1				3	3,200	3	9,600.00
<del>38</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>11:00PM - 11:35PM</del>	<del>LATE NEWS MO-SU (6969)</del>				<del>9</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>3,200</del>	<del>0</del>	<del>0.00</del>
<del>39</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>09:00AM - 10:00AM</del>	<del>WEEKEND NWS 9-1030A SU (7057)</del>				<del>9</del>	<del>30</del>							<del>1</del>	<del>1</del>	<del>650</del>	<del>0</del>	<del>0.00</del>
40	10-31-2012	10-31-2012	10:00PM - 11:00PM	PRIME WE10 (7021)				8	30			1					1	12,000	1	12,000.00
41	11-01-2012	11-01-2012	08:00PM - 11:00PM	PRIME THU MOVIES/SPECIALS (7041)				9	30				1				1	8,000	1	8,000.00
<del>42</del>	<del>11-02-2012</del>	<del>11-02-2012</del>	<del>09:00PM - 10:00PM</del>	<del>PRIME FR9 (7043)</del>				<del>9</del>	<del>30</del>					<del>1</del>			<del>1</del>	<del>4,800</del>	<del>0</del>	<del>0.00</del>
<del>43</del>	<del>11-03-2012</del>	<del>11-03-2012</del>	<del>08:00PM - 11:30PM</del>	<del>COLLEGE FOOTBALL PRIME (7220)</del>				<del>9</del>	<del>30</del>					<del>1</del>			<del>1</del>	<del>2,800</del>	<del>0</del>	<del>0.00</del>
<del>44</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>07:00PM - 08:00PM</del>	<del>PRIME SU7 (7048)</del>				<del>9</del>	<del>30</del>							<del>1</del>	<del>1</del>	<del>3,500</del>	<del>0</del>	<del>0.00</del>
<del>45</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>08:00PM - 09:00PM</del>	<del>PRIME SU8 (7049)</del>				<del>9</del>	<del>30</del>							<del>1</del>	<del>1</del>	<del>12,000</del>	<del>0</del>	<del>0.00</del>

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Contract No 403975	Contract Dt 10-29-2012	Revision Dt 11-01-2012	Rev# 3	Advertiser Contract CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA					
Agency Est#			CMS # 247511	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247511				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
<del>46</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>10:00PM - 11:00PM</del>	<del>PRIME SU10 (7051)</del>			<del>9</del>	<del>30</del>							<del>1</del>	<del>1</del>	<del>6,000</del>	<del>0</del>	<del>0.00</del>
<del>47</del>	<del>11-05-2012</del>	<del>11-05-2012</del>	<del>08:00PM - 10:00PM</del>	<del>PRIME MO8 (7008)</del>			<del>9</del>	<del>30</del>	<del>1</del>							<del>1</del>	<del>10,000</del>	<del>0</del>	<del>0.00</del>
48	11-01-2012	11-01-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			8	30					1			1	1,000	1	1,000.00
<del>49</del>	<del>11-04-2012</del>	<del>11-04-2012</del>	<del>12:00AM - 02:00AM</del>	<del>LF SUN MILLION \$ MOVIE (6974)</del>			<del>8</del>	<del>30</del>							<del>2</del>	<del>2</del>	<del>150</del>	<del>0</del>	<del>0.00</del>
																Contracted Gross Total:		67	170,000.00
																Actual Gross Total:		67	170,000.00
																Agency Commission:			25,500.00
																Net Total:			144,500.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments								Actual Total			
Nov 12		0.00		0.00		170,000.00		0.00								170,000.00			
TOTAL		0.00		0.00		170,000.00		0.00								170,000.00			

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